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January 28, 2005

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OFFICIAL COMMUNICATION

From: JENS C. JENKINS

Comments: Please see attached.

Docket No. 14531.46

Serial No. 09/264,432

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PATENT APPLICATION

Docket: 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Phillip Y. Goldman et al.

Serial No. 09/264,432

Filed: **March 8, 1999**

Confirmation No. 3073

**For: SYSTEM AND METHOD FOR INSERTING
ADVERTISEMENTS INTO AN INFORMATION
RETRIEVAL SYSTEM DISPLAY**

Examiner: Scott E. Beliveau

Customer No. 47973

CERTIFICATE OF FACSIMILE TRANSMISSION

**Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Sir:

I hereby certify that this paper is being transmitted via facsimile to the Patent and Trademark Office to phone no. (703) 872-9306 (Formal Fax No.) on the date shown below.

- Amendment "I" (15 pages)
- Transmittal Letter (2 pages)

Dated this 28 day of January 2005.

Respectfully submitted,



JENS C. JENKINS
Registration No. 44,803
Attorney for Applicant

Customer No. 47973

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PATENT APPLICATION
Docket No. 14531.46

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of

Phillip Y. Goldman

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For: SYSTEM AND METHOD FOR INSERTING
ADVERTISEMENTS INTO AN INFORMATION
RETRIEVAL SYSTEM DISPLAY

Examiner: Scott E. Beliveau

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AMENDMENT TRANSMITTAL

Mail Stop AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

Sir:

Transmitted herewith is an amendment for entry in the above-identified application.

X No additional fee is required.

VERNON R. RICE §
 OF COUNSEL

* Admitted only in California
 § Admitted only in Virginia

The fee has been calculated as follows.

			SMALL ENTITY		LARGE ENTITY	
CLAIMS REMAINING AFTER	HIGHEST NO. PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDT'L FEE	RATE	ADDT'L FEE
Total = 46	46	0	X		X 50	
Independent = 6	6	0	x		X 200	
1 st PRESENTATION OF MULTIPLE DEPENDENT CLAIM			+=		+=	
			TOTAL		TOTAL	

X The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.

X Any filing fees under 37 CFR 1.16 for the presentation of extra claims.

X Any patent application processing fees under 37 CFR 1.17.

X Any fees for filing a terminal disclaimer under 37 CFR §§ 1.321(c) and 1.20(d).

Dated this 28 day of January 2005.

Respectfully submitted,



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For:	SYSTEM AND METHOD FOR INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY)
)
Examiner:	Scott E. Beliveau)
)
Customer No.	47973)

AMENDMENT "I"

Mail Stop AMENDMENT
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Office action of December 2, 2004 (paper no. 041119), please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 10 of this paper.